

FEBRUARY 5, 2026

**KICKOFF FOR
KINDNESS**

A NATIONWIDE SCHOOL KINDNESS PRESENTATION



Kindland
JUST BE KIND



values
in action

Kindland
JUST BE KIND

Timestamped Teacher Outline

Kickoff for Kindness 2026 – Timestamped Teacher Outline

Opening + Contest Overview

[0:00–1:32] Hosts welcome; Super Bowl LX framing (community/cooperation/unity); Kickoff for Kindness contest intro + “results are in / next year coming soon.”

Grand Prize Winner + 2027 Contest Teaser

[1:32–2:46] Mary McMahon recap + prize structure (runners-up cash prizes; grand prize Super Bowl trip); reminder to check website for 2027 contest.

Student Video Third Runner-Ups

[~2:24–2:46] Third runner-ups named (Kate Hebner + Alana Lombardi).

“Kindline Hotline” + Everyday Kindness / Self-Care + Inclusion Reflection; Hotline skits (empathy for others + kindness to self); student reflection on inclusion and small acts.

Kindness, Unity + Hall of Fame Introduction

[5:36–7:44] Kindness-as-unity message; partnership with Pro Football Hall of Fame; correspondent intro + “values/community” framing.

Rules of the Game – Rule #1

[7:44–8:21] “Kindness always starts with you.”

Merrill, Michigan Cheerleaders

[8:21–9:59] 1945 origin + kindness returned decades later; “kindness is a seed” message.

Hall of Famer – Warren Moon (Leadership + Humility + Giving Back)

[9:59–14:12] Leadership = how you treat people; humility amid fame; giving back; treat people how you want to be treated.

Student Video Second Runner-Up – Zeke Bernier (Community Kindness) + Challenge

[14:12–17:31] Community interviews/examples; gratitude + service; ends with “how will you make the world better?”

Rules of the Game – Rule #2 + Drew Pearson (Fame, Tragedy, Triumph)

[17:31–20:08] Rule #2 (mistakes / don’t shame) + Drew’s story + “do today” urgency.

Student Video First Runner-Up – Workplace Kindness Story

[20:08–24:16] Unkind workplace → chooses kindness → culture shift; “kindness conquers all” message.

Hall of Fame Youth Education Segment

[24:16–26:19] Youth programs + values education; teamwork/unity/respect.

Student Video First Place Winner – Stop

[26:19–28:50] Empathy/perspective; “everyone is fighting a battle you know nothing about”; choose to “stop” and help.

Damar Hamlin (Character + Kindness + Community)

[28:50–31:23] Recovery + global kindness response; everyday influences; “meet people where they’re at”; giving back/community.